

USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/24 thru 01/30. (prices in dollars per carton)

	SHELL EGG NATIONAL SUMMARY														
			THIS \	NEEK			PREVIO	JS WEEK	(PREVIOUS YEAR					
	Feature Rate	45.	6% of 23	,200 stor	es	24	.1% of 23	3,200 sto	res	29.5% of 23,200 stores					
		X LARGE		LARGE		X LARGE		LAF	RGE	X LA	ARGE	LAF	RGE		
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg		
R	USDA GRADE AA														
E	White 12 pack			370	1.18			250	1.47						
G	White 18 pack	20	2.25	540	1.83	40	2.25	110	2.06	60	1.88	1,770	2.30		
ıı	Brown 12 pack														
ī	USDA GRADE A														
A	White 12 pack	30	1.25	960	1.14			1,690	1.40			1,160	1.18		
	White 18 pack			800	2.10	40	1.99	280	2.22			970	2.57		
	Brown 12 pack							60	2.50						
	USDA ORGANIC														
s	White 12 pack							10	2.90						
P	Brown 12 pack	60	4.49	510	4.37			210	3.65			200	4.30		
Ē	OMEGA-3														
c	White 12 pack		2.42	3,490	2.33	20	2.99	1,840	2.61	280	2.66	1,280	2.79		
ī	Brown 12 pack											130	2.99		
Ā	CAGE-FREE														
L	White 12 pack		2.99	780	2.70	160	2.99	300	3.00			40	2.33		
T	Brown 12 pack	140	2.99	2,970	3.55	40	2.99	790	3.25			300	3.06		
Υ	VEGETARIAN FED														
	White 12 pack					50	2.79	440	2.10			100	2.50		
	Brown 12 pack	30	2.99	290	4.33			150	2.94	140	3.37	340	3.07		

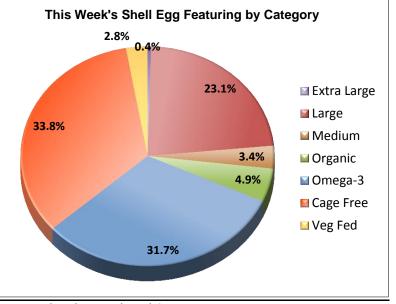
Brown 12 pa	ack 30 2.99	290 4.33	150	2.94 140	3.37 340	3.07							
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen													
2.00			1.95										
1.80													
1.60 1.59	1.58	1.64				-							
1.40				1.4	1	-							
1.20 Dec 20-26	Dec 27-Jan-02	Jan 03-09	Jan 10-16	Jan 17-23		1.24 1.24 24-30							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,720	2,470	3,960	Large Eggs on
Specialty	8,470	4,010	2,810	Jan-20-2014
Total (includes MD)	11,580	6,820	6,960	386.7
Special Rate 4/:	0.2%	1.0%	1.1%	down 6.9%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Promotional activity for regular shell eggs is slightly higher than the previous week. The average price for Grade A, or better Large white eggs drops lower. The number of "no price" specials are limited, however the cost to consumers for Large eggs cover a wide spectrum, with prices ranging from .99 cents to 1.99 per dozen. Medium eggs are holding a steady presence in flyers, however ads for Extra Large remain limited. Promotional activity for specialty shell eggs rebounds and doubles that of last week. Cage-free and Omega-3 type eggs are the popular favorites in this category. Feature activity for liquid egg products is higher and slightly outpaces that of regular shell eggs this week.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

				-	NORTH	EAST U.S	S.				SO	UTHE	AST U.S.				MID	WEST U.S	3.			
	(CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)								(AL,FL,GA,MS,NC,SC,TN,VA,WV)						(IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
	Featu Activit	re Rate ^{1/} ty Index "	Acti			sampled 00 (includ						-,				Acti	,	00 sampled outlets ,970 (includes Medium) LARGE / Price Range Stores 1.49 10 0.98 - 1.50 280 1.79 - 2.48 180 1.99 - 2.50 30 2.50 - 3.39 550 2.50 - 3.99 880				
	CI	LASS	EXTRA	LARG	ìΕ		LAF	RGE		EXTRA	LARGE		LAI	RGE		EXTRA	LARGE		LA	RGE		
	CI	LAGG	Price Range	Stores	Avg 3/	Price F	Range	Stores	Avg 3/	Price Range	Stores /	Avg 3/	Price Range	Stores A	vg 3/	Price Range	Stores Avg 3	/ Price	Range	Stores	Avg 3/	
US	1) Δ 1																		1.49	10	1.49	
	ADE	•																				
Α	Α	•		\	40						\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\						M/h:t- 40	1-				
		_	1.25			0.00	1.00	00	1 7/		wnite 12	раск	0.00 1.25	260	1.05		white 12 pac	_	1.50	290	1 17	
us			1.25	30	1.23																	
						1.00	1.00	200	1.00				1.00	120	1.55			1.75	2.40	100	2.40	
	4	·		White	12 pack	0.88 -	1.28	180	1.00		White 12	pack	0.99 - 1.80	110	1.13		White 12 pac	k				
		MEDIUM		White	30 pack						White 30	pack					White 30 pac					
	USDA (ORGANIC																				
s		•																				
В			4.99	40	4.99	3.99 -	5.39	210	5.11							3.49	20 3.49	9				
E	-	-	4.07 0.00	0.0		4.07	0.50	0.40	0.00	4.00	40	4.00	4.00 0.50	4.000				4.00	0.50	00	0.45	
С		White 12 pack White 18 pack Brown 12 pack White 12 pack White 18 pack Brown 12 pack White 12 pack White 18 pack Brown 12 pack White 12 pack White 12 pack White 12 pack White 12 pack Brown 12 pack White 13 pack White 14 pack Brown 15 pack Brown 15 pack White 16 pack White 17 pack White 18 pack Brown 18 pack Brown 19 pack White 19 pack	640	2.62	1.99	10	10 1.99	1.99 - 2.50	1,320 2.44	2.44			1.99 -	2.50	30	2.15						
1																						
Α			2.99	20	2.99								2.50	220	2.50			2.50 -	3.39	550	2.78	
니						2.97 -	5.38	700	T) (AL,FL,GA,MS,NC,SC,TN,VA,WV) (IA,IL,IN,KY,MI 37.6% of 6,100 sampled outlets Activity Index = 2,630 (includes Medium) Activity Index = 36.9% of 4,2 Activity Index = 2,630 (includes Medium) Activity Index = 36.9% of 4,2 Activity In													
\ \ \																						
•		White 12 pack																				
		Brown 12 pack	2.99					270	4.39										3.50	20	3.50	
											so							HWEST U	_			
		1/	(Α					•					· · · · · · · · · · · · · · · · · · ·				•	IT,OR,WA,				
	Featu	re Rate "	· '						, ·						59.4% of 1,200 sampled outlets							
		•	Acti	vity ind	ex = 1,70				1 24							Activity Index = 830 (includes Medium)						
US	DA									2 25	20	2 25			-			0.96 -	1.25	200	1.13	
	ADE					1.00	1.00	100	1.50	2.20	20	2.20	1.00 2.00	710	1.01							
Α	.A —			White	12 pack						White 12	pack	1.50	30	1.50		White 12 pac	k	0.99	10	0.99	
		White 12 pack				0.99 -	1.79	110	1.10				0.99	220	0.99		•					
US	DA	White 18 pack				1.59 -	2.77	210	2.24									1.66 -	1.99	30	1.88	
	_	Brown 12 pack																				
4	4	MEDIUM			•	0.99 -	1.25	60	1.07								•					
	LICDA (ODCANIC		White	30 pack						White 30	pack					White 30 pac	K				
S		•											3.99	220	3.99							
P	OMEGA												0.00		0.00				00		0	
E		White 12 pack	1.99	80	1.99	1.77 -	2.50	620	2.15		CAL,FL,GA,MS,NC,SC,TN,VA,WV 37.6% of 6,100 sampled outlets			1.99	330	1.99						
С		Brown 12 pack																				
À	CAGE-																					
L		White 12 pack																				
T,		Brown 12 pack					3.99	350	3.99				3.99	270	3.99			2.50 -	3.99	180	3.09	
Υ \		ARIAN FED White 12 pack																				
		Brown 12 pack																				
Sal			al Marketing	Sarvica	Livosto	ck Poult	n, 2 G	rain Mar	kat Na	vs - (515) 294	1171 k	.44m.//	www.ame.ueda	aov/AMS	/1 O/I E	29MarkatNaws	Page				2 of 2	

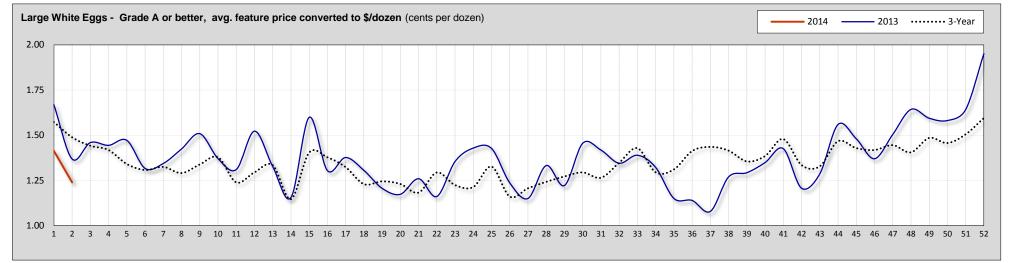


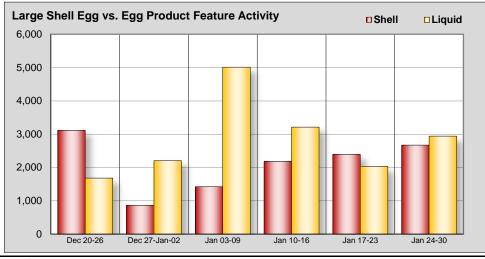
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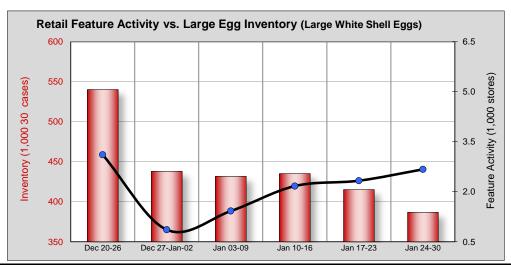
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 01/24 thru 01/30.

(prices in dollars per carton)

EGG	THIS	LAST	LAST	NORTH	IEVGT	SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOLITH	WEST	NORTHWEST	
PRODUCTS	WEEK	WEEK	YEAR	NOKII	ILAGI	30011	ILASI	IVIIDV	/LOT	300TH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	12.8%	12.8% 8.6%		31.0% of 4,600 sampled		23.3% of 6,100 sampled		2.6% of 4,200 sampled		0.0% of 4,200 sampled		0.0% of 2,900 sampled		0.0% of 1,200 sampled	
2/ Activity Index	2,940	2,030	3,490	Activity Inc	lex = 1,500	Activity Index = 1,370		Activity Index = 70		Activity Index = 0		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	1,290 2.70	1,630 2.78	3,170 2.18	2.00 - 3.79	960 2.55	1.99 - 3.79	290 3.26	2.48 - 2.50	40 2.50						
32 oz. crtn	1,590 3.59	390 4.03	320 3.60	3.99 - 4.99	480 4.82	3.00 - 3.69	1,080 3.02	3.49 - 4.69	30 4.26						
3 - 4 oz. cup	60 2.50	10 2.49		2.50	60 2.50										
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.